



Government of the Virgin Islands
of the United States

Department of Licensing and Consumer Affairs

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FOR IMMEDIATE RELEASE

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August 18, 2015

**DLCA REMINDS BUSINESSES
OF OBLIGATION TO SUBMIT HURRICANE PRICE LIST**

Pursuant to Title 3, Section 272(c) of the Virgin Islands Code, the Department of Licensing and Consumer Affairs, on May 29, 2015, advised all merchants in the Virgin Islands of their obligation to furnish an official price list of goods and merchandise in stock. The request for the list specifically targeted businesses whose goods and services are necessary for hurricane preparation and recovery. The first list was due June 1, 2015, the beginning of the hurricane season, and additional lists are due on the first day of each month thereafter until November 30, 2015, the end of the season. Businesses were further apprised that the failure to submit the price list by the first day of each month subjects them to a \$5000 fine for each month such a list is not submitted.

"To date, there are several businesses that have failed to comply with the requirements of the law" Commissioner of the Department of Licensing and Consumer Affairs Devin Carrington said. He further commented that "the department intends to aggressively enforce the law regarding this legal requirement." Carrington stated, "of particular concern at this time of serious and extended drought are water haulers and suppliers. The department is concerned, given the extreme weather conditions and the extraordinary demand for water, that the public is not subject to price gouging by water haulers and suppliers." Carrington went on to state that "the law is in place specifically to prevent unscrupulous behavior by any business that would take advantage of circumstances such as hurricanes and other emergency situations to extract money from consumers by charging exorbitant prices for goods and services. The price list is the mechanism by which this department prevents such conduct," the commissioner said.

"I urge all businesses subject to the dictates of the code to come into compliance immediately," the commissioner stated. This department shall commence enforcement action against all violators up to and including fines, and suspension or revocation of a license to do business in the Virgin Islands," Carrington said.

If there are any questions or concerns regarding this issue, kindly call the Department of Licensing and Consumer Affairs at the following numbers: 713.3522 on St. Croix; 714.3522 on St. Thomas



"Serving Businesses and Assisting, Educating, & Protecting Consumers"

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PRESS RELEASE